



**METROPOLITAN  
TRANSPORTATION  
COMMISSION**

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## *Memorandum*

Agenda Item 2b

TO: Operations Committee

DATE: July 3, 2014

FR: Executive Director

W.I. 310-2700, 320-1221

RE: Clipper® Program Contract Actions

- i. Contract Change Order - Caltrain Platform Reader Accessibility Enhancements: Cubic Transportation Systems, Inc. (\$225,000)
- ii. Contract Change Order - AC Transit Driver Console Integration: Cubic Transportation Systems, Inc. (\$160,000)
- iii. Contract Change Order Amendment - Clipper® Card Website Enhancements: Cubic Transportation Systems, Inc. (\$50,000)
- iv. Contract – Phase III: East Bay & 101 Corridor/Sonoma Site Preparation Coordination: Solutions for Transit (\$200,000)

Attachment 1 includes information about current Clipper® system operations. In May, Clipper again exceeded the 20 million fee-generating transaction threshold and delivered increases in weekly ridership, unique cards used and active card accounts.

### **Contract Actions**

Staff recommends that the Operations Committee authorize the Executive Director or his designee to negotiate and enter into the following contract actions:

**i. Contract Change Order - Caltrain Platform Reader Accessibility Enhancements: Cubic Transportation Systems, Inc. (\$225,000)**

To use Clipper® on Caltrain, customers must tag their Clipper® card before boarding the train and when they reach their destination. The Clipper® card readers are located on the platforms at each Caltrain station. Since the platform card readers are not installed at consistent locations throughout the Caltrain system, this Change Order requires Cubic Transportation Systems, Inc. (Cubic), to make software modifications so that Caltrain platform card readers emit locator tones to assist visually-impaired riders with locating the platform card readers. The locator tones are intended to be audible when the user is in relatively close proximity to the platform card reader but will be adjustable as to volume and frequency. MTC and Caltrain staff have worked closely with an advocacy group for persons with disabilities and visually-impaired Caltrain riders in developing this solution.

Staff recommends that the Operations Committee authorize the Executive Director or his designee to negotiate and enter into a contract change order or change order amendment with Cubic in an amount not to exceed \$225,000 for the services described above.

**ii. Contract Change Order - AC Transit Driver Console Integration: Cubic Transportation Systems, Inc. (\$160,000)**

AC Transit has procured new fareboxes for its bus fleet and wants to simplify the bus start-up procedure for its drivers by enabling them to log-on in a single step to both the farebox and the Clipper<sup>®</sup> on-board equipment. Under this Change Order, Cubic will design, test, and install an interface on the Clipper<sup>®</sup> Driver Console so that it can receive employee identification and route information from the bus's farebox system. AC Transit, through a funding agreement with MTC, will be paying for this work by Cubic.

Staff recommends that the Operations Committee authorize the Executive Director or his designee to negotiate and enter into a contract change order or change order amendment with Cubic in an amount not to exceed \$160,000 for the services described above.

**iii. Contract Change Order Amendment - Clipper<sup>®</sup> Card Website Enhancements: Cubic Transportation Systems, Inc. (\$50,000)**

Change Order 101 supports ongoing management of the information on the Clipper<sup>®</sup> and Clipper<sup>®</sup> Direct websites, as well as the Clipper<sup>®</sup> mobile site (m.clippercard.com) introduced in 2013. MTC and the Clipper<sup>®</sup> contractor, Cubic, are continually updating and improving the websites to respond to system changes, such as expansion to additional services and transit operator fare policy updates, as well as input from customers. The proposed change order amendment provides funding for continued improvements to the navigation and the content of the three Clipper<sup>®</sup> program websites. This will be Amendment No. 7 to Change Order 101. The addition of \$50,000 will bring the total amount under this change order to \$434,000.

Staff recommends that the Operations Committee authorize the Executive Director or his designee to negotiate and enter into a change order amendment with Cubic in an amount not to exceed \$50,000 for the services described above.

**iv. Contract – Phase III: East Bay & 101 Corridor Site Preparation: Solutions for Transit (\$200,000)**

MTC is expanding the Clipper<sup>®</sup> fare collection system to include the transit operators in the East Bay (County Connection, Tri Delta Transit, WestCat and Wheels) and along the 101 Corridor in Sonoma County (Cloverdale Transit, Healdsburg Transit, Petaluma Transit, Santa Rosa CityBus, and Sonoma County Transit). Before Clipper<sup>®</sup> equipment can be installed at the various bus yards and service centers staffed by the individual transit operators, site preparation must be completed. This includes installing network communications and power infrastructure upgrades. This process was greatly streamlined in the Napa-Solano implementation by using a contractor to scope, assist with procuring, and manage the site preparation activities. Solutions for Transit, a Department of Transportation-certified disadvantaged business enterprise, played this role for the Napa-Solano implementation through a contract with SolTrans and through that work developed directly relevant skills and experience.

Staff recommends that the Operations Committee authorize the Executive Director or his designee to negotiate and enter into a sole-source contract with Solutions for Transit in an amount not to exceed \$200,000 to scope, assist with procuring and manage Clipper<sup>®</sup>-related site preparation activities for the East Bay and 101 corridor transit operators.



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Steve Heminger

SH: JW:bg

**Table 1: Summary of System Usage**

	Last Month May 2014	Prior Month April 2014	Prior Year May 2013
<b>Transaction Volume</b>			
Average Weekday Ridership <sup>1</sup>	745,110	728,209	706,550
Fee-Generating Transactions <sup>2</sup>	20,191,635	20,058,055	19,324,899
Unique Cards Used	752,889	731,853	671,756
Active Card Accounts	1,428,228	1,420,569	1,324,396
Settled Transit Operator Revenue	\$38,846,078	\$39,076,953	\$35,196,965
<b>Autoload Activity</b>			
Percent of Registered Cards with Autoload	37%	37%	37%
<b>Call Volume</b>			
Customer Service Representative (CSR) Calls	28,170	27,581	28,070
CSR Calls per Unique Card Used	0.04	0.04	0.04
<b>Website Traffic</b>			
Unique Visitors - Standard	134,872	155,371	163,207
Unique Visitors - Mobile	32,247	37,194	N/A
Website Visits - Standard	190,226	213,895	230,600
Website Visits - Mobile	56,660	61,981	N/A
Website Visits per Unique Card Used	0.33	0.38	0.34

**Notes on System Usage:**

Clipper® once again exceeded the 20 million mark for fee-generating transactions. Most transaction volume figures increased from the previous month – average weekday ridership increased 2.3 percent, fee-generating transactions grew 0.7 percent, unique cards used grew 2.9 percent and active card accounts increased 0.5 percent. Only settled transit operator revenue decreased, and by only 0.6 percent.

More significant are the across-the-board increases from one year ago: average weekday ridership is up 5.5 percent, fee-generating transactions are up 4.5 percent, unique cards used grew 12.1 percent, active card accounts increased 7.8 percent and settled transit operator revenue grew 10.4 percent.

Demand for customer service or information declined, including a 13.3 percent drop in unique visitors to the mobile site and 13.2 percent drop in desktop visits. Visits to the mobile site dropped 8.6 percent, and visits to the desktop site declined 11.1 percent. Website visits per unique cards used were down 13.2 percent. Calls to Clipper Customer Service increased 2.1 percent, but calls per unique card used remained static at 4%.

<sup>1</sup> Includes average daily number of boardings, including transfers but excluding some Caltrain monthly pass trips (Caltrain only requires monthly pass customers to tag their cards once at the beginning of each month).

<sup>2</sup> Includes single-tag fare payments, BART and Caltrain exits, Golden Gate Transit entries, add-value transactions, opt-out purse refunds and pass use, including institutional passes. Does not include transfers or transactions where fee value is \$0 (e.g., issuance of free cards, zero-value tags in dual-tag systems, etc.).

**Table 2: Monthly Market Penetration Rates<sup>3</sup>**

	Monthly Clipper Boardings April 2014	Market Penetration Rate April 2014	Market Penetration Rate March 2014	Market Penetration Rate April 2013
AC Transit	1,657,451	35.7%	34.6%	32.5%
BART	5,977,974	54.4%	52.5%	48.9%
Caltrain <sup>4</sup>	827,762	57.7%	54.5%	60.2%
Golden Gate Ferry	188,517	89.2%	90.7%	87.9%
Golden Gate Transit	220,558	40.8%	39.6%	38.0%
SamTrans	402,454	35.9%	35.3%	35.7%
SFMTA	9,091,989	47.0%	45.9%	50.3%
VTA	1,356,175	36.2%	35.2%	26%
San Francisco Bay Ferry	45,561	28.7%	29.5%	21%

<sup>3</sup> MTC has transitioned the methodology for calculating market penetration from average weekday market penetration to monthly market penetration due to the availability of current ridership data. Monthly market penetration is now calculated using monthly ridership data from the National Transit Database (NTD). Because of the timeframe for receiving NTD data, this table does not reflect the most recent calendar month. The percentages have been recalculated using NTD data, so they may differ from previous Clipper Updates.

<sup>4</sup> Calculation of Caltrain market penetration assumes that monthly pass holders board Caltrain 1.75 times a day per weekday. Caltrain sold 14,630 calendar passes during the April 2014 pass vending window.

## Summary of Proposed Contract Change Order

Work Item No.: 310-2700, 320-1221

Contractor: Cubic Transportation Systems, Inc.  
San Diego, CA

Project Title: Caltrain Platform Reader Accessibility Enhancements

Purpose of Change Order: Provide locator tones on Caltrain platforms to assist visually impaired riders with locating the Clipper card readers.

Brief Scope of Work: Make software modifications so that Caltrain platform card readers emit locator tones to assist visually impaired riders with locating the platform card readers.

Project Cost Not to Exceed: \$225,000 (this Change Order)  
Total capital contract value including Change Orders before this Change Order = \$139,941,159  
Total authorized capital contract amount with this Change Order = \$140,166,159 (this total does not include other July 11 contract approval actions).

Funding Source: STP, CMAQ, STA, STP Exchange, Regional Measure 2 Capital and Regional Measure 2 Operating

Fiscal Impact: Funding is included in the FY 2014-15 agency budget

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into one or more Contract Change Orders or Change Order Amendments with Cubic Transportation Systems, Inc., for the purposes described herein and in the Executive Director's July 3, 2014 memorandum, and the Chief Financial Officer is authorized to set aside \$225,000 for such Contract Change Order or Change Order Amendment.

Operations Committee:

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Jake Mackenzie, Chair

Approved: Date: July 11, 2014

## Summary of Proposed Contract Change Order

Work Item No.:	310-2700, 320-1221
Contractor:	Cubic Transportation Systems, Inc. San Diego, CA
Project Title:	AC Transit Driver Console Integration
Purpose of Change Order:	Limited integration of the Clipper® equipment on AC Transit buses with the bus farebox, so that drivers can log-on in a single step to both the farebox and Clipper® on-board equipment.
Brief Scope of Work:	Design, test, and install an interface on the Clipper® Driver Console so that device can receive employee identification and route information from the bus's farebox system.
Project Cost Not to Exceed:	<p>\$160,000 (this Change Order)</p> <p>Total capital contract value including Change Orders before this Change Order = \$139,941,159</p> <p>Total authorized capital contract amount with this Change Order = \$140,101,159 (this total does not include other July 11 contract approval actions).</p>
Funding Source:	AC Transit
Fiscal Impact:	None
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into one or more Contract Change Orders or Change Order Amendments with Cubic Transportation Systems, Inc., for the purposes described herein and in the Executive Director's July 3, 2014 memorandum, and the Chief Financial Officer is authorized to set aside \$160,000 for such Contract Change Order or Change Order Amendment.
Operations Committee:	<hr/> Jake Mackenzie, Chair
Approved:	Date: July 11, 2014

## Summary of Proposed Contract Change Order Amendment

Work Item No.: 310-2700, 320-1221

Contractor: Cubic Transportation Systems, Inc.  
San Diego, CA

Project Title: Clipper® Card Website Enhancements

Purpose of Change Order: Support the ongoing management of the information on the Clipper® and Clipper® Direct websites, as well as the Clipper® mobile site (m.clippercard.com).

Brief Scope of Work: Provide continued improvements to the navigation and the content of the three Clipper® program websites.

Project Cost Not to Exceed: \$50,000 (this Change Order Amendment)  
Total capital contract value including Change Orders before this Change Order = \$139,941,159  
Total authorized capital contract amount with this Change Order = \$139,991,159 (this total does not include other July 11 contract approval actions).

Funding Source: STP, CMAQ, STA, STP Exchange, Regional Measure 2 Capital and Regional Measure 2 Operating

Fiscal Impact: Funding is included in the FY 2014-15 ongoing agency budget.

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into one or more Contract Change Orders or Change Order Amendments with Cubic Transportation Systems, Inc., for the purposes described herein and in the Executive Director's July 3, 2014 memorandum, and the Chief Financial Officer is authorized to set aside \$50,000 for such Change Order Amendment.

Operations Committee: \_\_\_\_\_  
Jake Mackenzie, Chair

Approved: Date: July 11, 2014

## Summary of Proposed Contract

Work Item No.:	310-2700, 320-1221
Contractor:	Solutions for Transit Lodi, CA
Project Title:	Phase III: East Bay & 101 Corridor/Sonoma Site Preparation Coordination
Purpose of Contract:	Coordination of site preparation tasks in support of Phase III East Bay & 101 Corridor/Sonoma implementations.
Brief Scope of Work:	Coordination with transit agencies; scope, assist with procuring and manage installation of network communications and power infrastructure upgrades at the various transit operator sites.
Project Cost Not to Exceed:	\$200,000
Funding Source:	STP, CMAQ, STA, STP Exchange, Regional Measure 2 Capital and Regional Measure 2 Operating
Fiscal Impact:	Funding is included in the FY 2014-15 agency budget.
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a sole-source Contract with Solutions for Transit, for the purposes described herein and in the Executive Director's July 3, 2014 memorandum, and the Chief Financial Officer is authorized to set aside \$200,000 for such Contract.
Operations Committee:	<hr/> Jake Mackenzie, Chair
Approved:	Date: July 11, 2014